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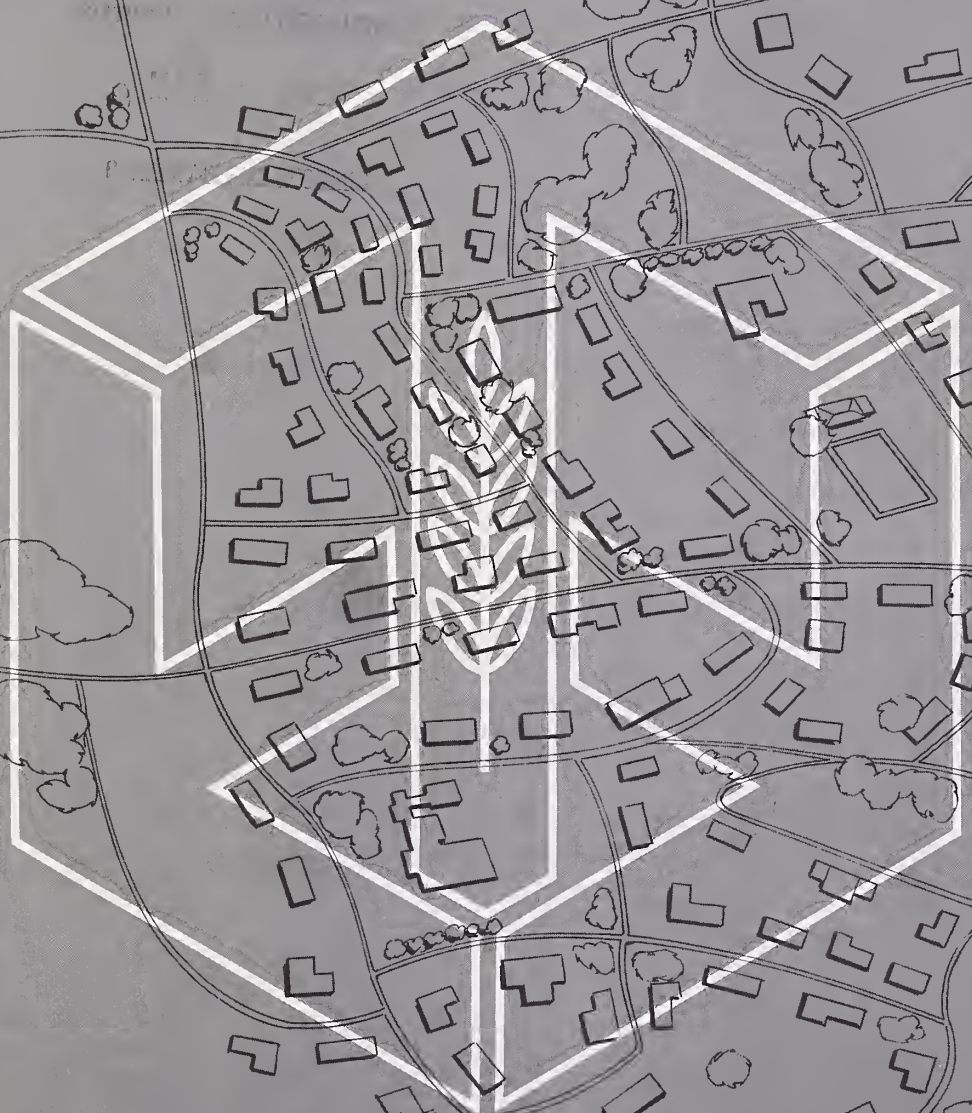
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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JANUARY 1968

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

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Communities of Tomorrow

The background for USDA's Agriculture/2000 symbol on our cover is an artist's conception of the Community of Tomorrow. Developing the Communities of Tomorrow that will meet the needs of a modern civilization and an increasing population is a prime concern of national leaders—both in and out of government.

The individual Community of Tomorrow will contain unique features to serve the unique desires of its residents. As a group the Communities of Tomorrow will have some common features.

Each will provide the economic, social, and cultural facilities for its residents. Each will be natural in geographic structure bound together by roads, rivers, and other physical resources that will enable it to function effectively. Each will offer a full range of employment in business, research, professional, and trade services.

These things the Community of Tomorrow will offer in lieu of today's alternatives—a rural community lacking adequate opportunity and facilities or the ever larger and more impersonal metropolis.

The Department of Agriculture and its agencies, including the Extension Service, have been given a leading role in the development of the Community of Tomorrow. The effort of the Department will be concentrated in 12 areas: planning, farming and ranching, business and industry, community facilities, elimination of poverty, education and job training, housing, outdoor recreation and beauty, natural resources conservation and development, health and welfare, food, and transportation.

Extension has made important contributions in most or all of these areas throughout its history. The contributions it will be called on to make and can make in the future will become even more vital as momentum increases in this movement.—WJW

Shelter Survey—

a 'first' in RCD

by
Jean Shipman
Extension Information Specialist
Oklahoma State University

Team up a need and a group of Extension Homemakers. And before many months, the project becomes a "fait accompli" that is recognized nationally, says Delbert Schwab, Oklahoma Extension civil defense specialist.

From March until October of 1967, 699 Extension Homemaker groups surveyed rural areas and located 22,092 storm cellars and 5,008 basements. The civil defense officials wanted this information to help them develop community shelter plans for rural areas.

When Schwab suggested the program to the Oklahoma Extension Homemakers Council, they accepted the proposal as an official project. With his assistance, the citizenship committee wrote guidelines for county homemaker groups to follow.

The State Extension home economics office then asked county Extension home economists to help organize local homemaker groups for the survey.

County homemaker citizenship chairmen submitted the proposed project to their county council executive committees for consideration. Participation was strictly voluntary.

The State citizenship committee suggested having the local civil defense director discuss the local fallout shelter program at each county planning meeting.

Each county received maps to use in covering their survey areas. They telephoned or visited each home in the area to determine those with basements or storm cellars.

Whenever possible, homemaker groups surveyed their local townships. Townships not served by a

homemaker group were surveyed by neighboring clubs. Areas surveyed included rural areas beyond the limits of incorporated towns and cities. This included surveying unincorporated towns and cities.

Each survey team submitted their results to the county Extension Homemaker citizenship chairman. She computed county totals and forwarded results to the State citizenship chairman, who compiled State totals and sent the lists to the State civil defense office.

Don F. Guier, State civil defense director, said, "This effort is a significant development in civil defense nationally. It's the first time anyone has surveyed rural areas for private shelters."

"The storm cellars and basements located by Extension Homemakers will provide approximately 89,000 private shelter spaces in areas that usually lack public fallout shelters. Without their contributions, the county-community shelter plans would be incomplete," he commented.

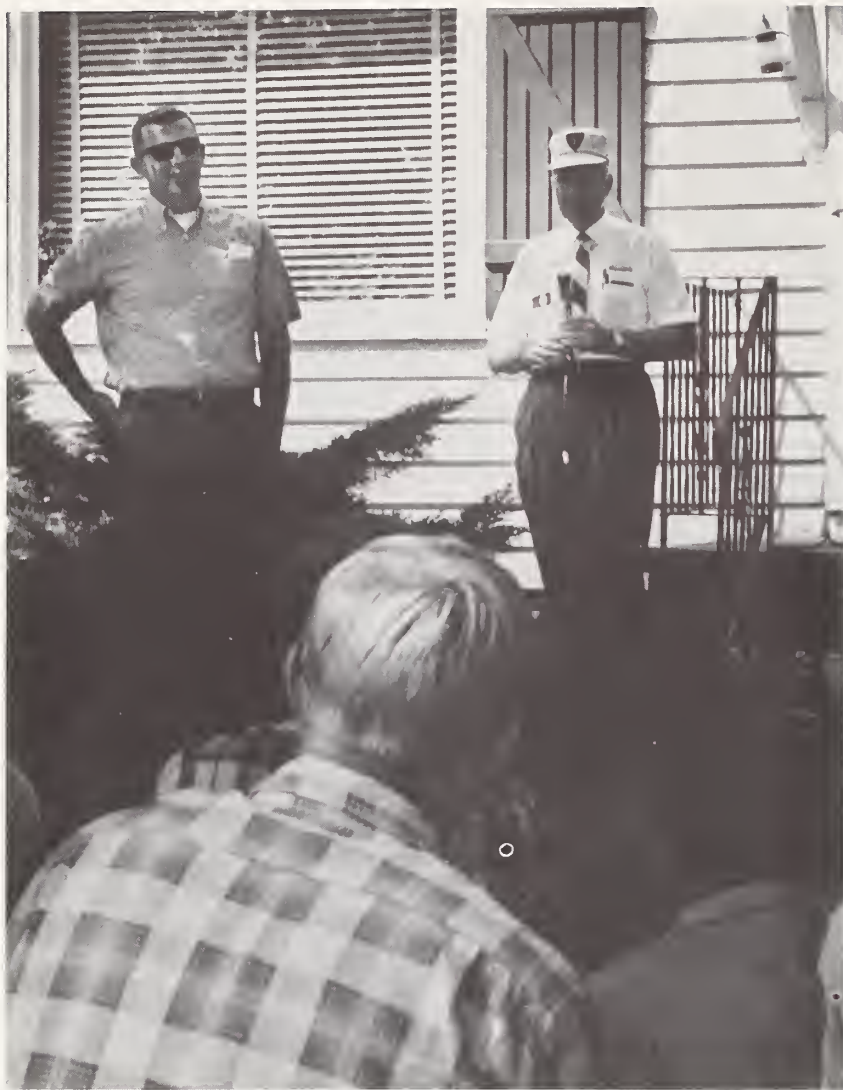
In many cases, families with private shelter space located by the homemaker groups would have protection equal to that of the public shelter allocated to their geographic area. In addition, they would have family privacy.

In areas lacking sufficient public shelter, people with private shelter will be encouraged to stay at home, thus releasing public shelter space to those who otherwise would have none.

Over three-fourths of Oklahoma's counties have participated in this voluntary program. Recognition certificates were given by the Office of Civil Defense to the OEHC president and citizenship chairman, as well as 699 homemaker groups, 44 individuals, 21 schools, and five 4-H Clubs that helped identify the private shelter space. □

The shelter identification project included the time-tested ingredient for assuring involvement of lay leaders—recognition of their contributions. Mrs. Lynn Beard, citizenship chairman, and Mrs. Horace Wood, president, accept a certificate of recognition on behalf of the OEHC.





One of the stops on the 1967 Illinois farm management tour was the Ray Dowell farm. Dowell, left, answers participants' questions, and Illinois Extension farm management specialist Del Wilken summarizes the key lessons demonstrated on this farm.

X Illinois Revamps Farm Management Tours

by
 D. F. Wilken
*Farm Management Specialist
 Illinois Extension Service*

Farmers asked in the late 1920's: "Can we see how profitable farmers farm?" "Can we talk to farmers who get 70 bushels of corn per acre?"

Requests such as these initiated farm management tours. These tours have become institutions in some Illinois counties. Farm management association fieldmen cooperating with county Extension agricultural agents started planning annual county tours shortly after the first cooperative farm management association was organized in 1924.

Tours are part of an educational-service program in management analysis and recordkeeping cosponsored by the Cooperative Extension Service and Illinois Farm Management Associations.

The idea of group farm visits spread quickly, and by 1950 nearly all Illinois counties were holding them. In 1954 approximately 5,700 persons attended 75 county farm management tours.

By the late 1950's, tour attendance averaged 60 persons on each of the 63 county tours. Farmers were still asking pertinent questions about modern agriculture—questions about livestock feeding systems and 150 bushel per acre corn yields. But many counties had already exhausted their supply of tour sites.

Farmers said they were willing to travel longer distances to visit farms of interest to them, and this seemed to be the answer to declining tour attendance. Thus, the idea of a State farm management tour was born, even though many counties still held tours and some areas sponsored district events.

In 1958, the first State tour was held on one of Illinois' more successful hog farms. The more than 1,600 persons attending from 74 Illinois counties and three States was obvious endorsement of the State tour idea. And while techniques of hog production and field layout used on this farm are out of date today, farm management specialists find many farmers still using facilities they observed on the tour.

With the 1960's came a new swine raising and feeding idea—confinement—and hog farmers started asking about raising swine this way. Such questions as “Will it pay on my farm?” and “What problems should I expect?” were common.

The 1962 statewide tour, held on a modern hog farm, helped answer those questions and may have been the turning point for modern hog production in Illinois.

More than 1,800 persons visited this highly profitable, confinement hog raising setup. It was the first major tour of a farm whose manager used slotted floors. This tour gave hog raisers the chance to profit from the mistakes and successes of this producer of confinement hogs.

Tour results were published in many national magazines. Even swine building designs offered on the market in 1962 were noticeably changed as a result of touring this pioneering hog producer's farm.

Farm management association fieldmen are naturals in helping locate farms. They know which ones have good records, a profitmaking business, and a farm management lesson to offer. County Extension agents also provide help in deciding which farms to visit. They know which problems are pertinent and which farmers are respected in their county.

If the selection provides a good opportunity for demonstrating how a particular farmer makes decisions, the fieldman asks State farm management specialists to review the farm as a tour possibility.

State specialists look at each farm's records from the last 2 to 5 years. They check decisionmaking results and visit the most promising farms with Extension agents and fieldmen. The group tries to ascertain why and how each farmer made management decisions which resulted in high net income.

Once specialists confirm the selection, fieldmen and county agents analyze in detail the economic and production facts based on the farm's

records. The screening team identifies the operator's key to success and relates this success to the farm management lessons.

Visiting farmers ask for information from the farm's dollars and cents records. Fieldmen give it to them, subject, of course, to approval of the tour farmer. It is these financial and production records which make it easy to build enthusiasm for the tour.

State, area, and county Extension staff members, farm management fieldmen, communication specialists, other related educational groups, and agribusiness firms all contribute to the tour's success. A planning committee involving all the farm management fieldmen and Extension agents in the area make the final plans.

The 1967 State tour demonstrated how a farm operator and landlord used their records to make manage-

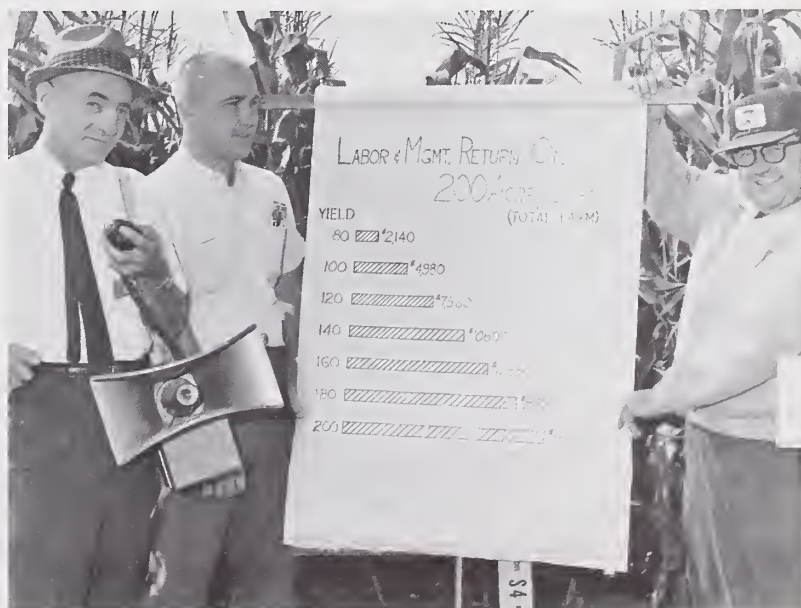
ment decisions. This highly profitable 480-acre farm, which produces 231 litters of hogs in total confinement and narrow row corn on all tillable acres, was developed in 8 years from a minimum capital position.

Persons from 74 Illinois counties, four States, and two foreign countries attended this tour. Newspaper, radio, and television representatives were given a special visit a week ahead of the regular tour.

Seventy-one percent of the persons attending said they were farmers, and 48 percent reported enrollment in a farm management association. They reported that facts given at other farm tours had helped them make management decisions. Thus, impact of these State farm management tours is widespread.

Farm management specialists feel the by-product of State tours is a fast adoption rate of technology which results in additional profit to tour participants. □

Tour participants are interested in financial and production records. Here, the area Extension agent and two farm management association fieldmen give them some of the dollars and cents facts.



What's the formula
for Park County's successful
insect control program?

+ Show a Need, Encourage Action, Enlist Support +

by
Harold D. Hurich
County Extension Agent
Park County, Wyoming

The control of livestock parasites is putting an extra \$350,000 into the pockets of Park County, Wyoming, farmers and ranchers every year.

This has been achieved through a cooperative effort between Extension and dealers to inform stockmen of the best methods for controlling livestock insect pests. This effort involved dissemination of information on all aspects of safe and proper use of pesticide-chemicals from the standpoint of the livestock, the users, and the consuming public.

The results show that we do have good insect control programs in our livestock area, but achieving this success has involved solving a number of problems.

The major problems are how to get information to stockmen, and how to get them to do something about the situation. Many stockmen realize the value of livestock insect control, but for some reason do not adopt a progressive planned program.

Park County has about 60,000 beef cattle, 50,000 sheep, 7,000 swine, 2,500 dairy cattle, and 3,000 horses. All types of livestock have insect problems; however, one of Extension's most effective educational programs on insect control has been with beef cattle owners.

Controlling livestock insects had been an Extension program in Park County for many years, with fairly good results. Early control programs in the country were achieved by using the best methods and insecticides available at the time.

Many farmers and ranchers had high pressure sprayers available to spray their own and neighbors' livestock. The Park County Weed and Pest Control District also did custom spraying for those not in a position to do their own. Custom spraying was done to a large extent in the ranching area.

The custom spraying program was discontinued with the introduction of

new systemic chemicals because of lack of time and funds and reluctance to continue with outdated methods.

Extension's present educational program started when these new systemic chemicals became available. They were furnished to us by Ted Robb, State Extension Entomologist, in sufficient quantity to establish demonstrations in several areas of the county.

The demonstrations were publicized by news articles and on Extension's regular weekly radio programs. Results of the demonstrations were excellent, so they were continued for another year. The treated cattle and the untreated control cattle were checked during the Annual Feeder's Tour in 1960, and a complete summary was presented in the Feeder's Tour bulletin.

Upon initiation of the program, an animated educational display was prepared for the Park County Fair and as an exhibit for the State Fair. During the fall months the display was

set up in a local insecticide dealer's store. The dealer helped distribute bulletins dealing with all phases of livestock insect control.

The Extension agents* used radio, newspapers, and personal contact to tell the story. The program was now reaching a large number of stockmen.

The next step was to secure the aid of key stockmen in the county. These contacts and their results did much to interest other stockmen in trying a control program. Some ranchers, with excellent success, encouraged control programs among all stockmen running livestock in neighboring pasture or range.

We have also had some disappointments. Feeders in the county had some bad side effects with pour-on insecticides and in some cases are reluctant to use chemicals. Improved insecticides and information have overcome some of the problem.

In many cases, lice control was achieved when treating for grubs. Most of the lice and horn fly control, however, has been secured during the summer through the use of insecticides and "back rubbers" on the ranges and in feedlot setups.

In general, Extension's experiences in Park County offer these guidelines:

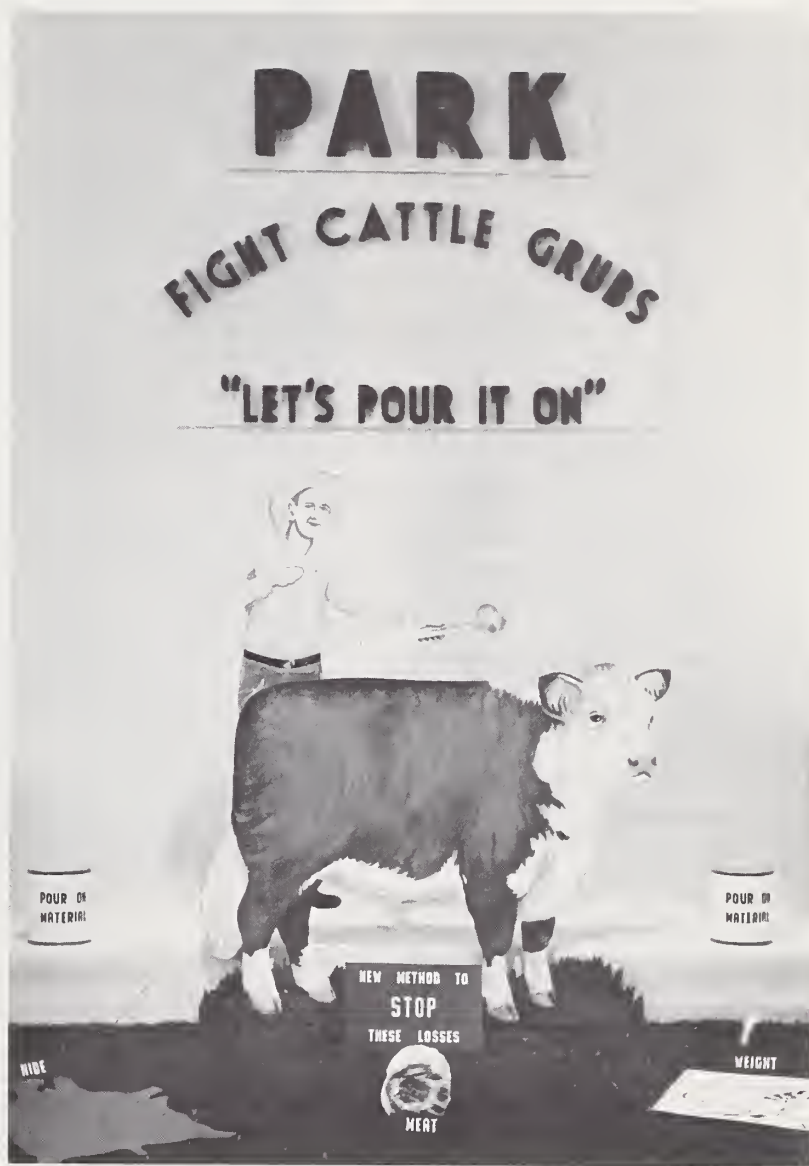
1) If you desire action, you cannot do it alone. Enlist the aid of key stockmen to help promote the program.

2) Secure the aid of insecticide dealers. Many times they have a closer contact than you do. They can help you inform the public.

3) It is not advisable to try to cover the entire field at one time. Concentrate your program with one type of livestock.

4) Use all methods available to put the program across.

The Park County Agricultural Advisory Committee estimates that 60 percent of the county's beef cattle are treated for grubs, 65 percent for lice, and 45 percent for horn flies. Eighty percent of the dairy cattle are under a control program, as are 15 percent of the sheep, 5 percent of the swine, and 90 percent of the horses. □



This exhibit on pour-on systemic insecticides was used at county and State fairs to promote Extension's educational program on safe and effective livestock insect control. The "Let's Pour It On" theme means that chemicals are to be used according to directions at the prescribed rate and dosage.

Shades of Horatio Alger! Can a 4-H project selling a few dozen eggs a week wind up two decades later grossing a million dollars a year?

That's what happened in Goleta, Calif., reports county Extension agent Lin Maxwell.

Jim and Bill Marchiando began raising chickens and rabbits in the 1940's as a 4-H project. They dropped the rabbits, went into raising citrus nursery stock, then dropped that—but always kept their chickens.

Now they own or lease seven poultry ranches employing 25 men. They market 100,000 eggs daily, doing a gross business "approaching a million dollars" this year.

The brothers grew up in Goleta on their father's small citrus ranch. Jim, the elder, began his 4-H work in 1944; Bill in 1947. Their poultry and citrus nursery projects helped put them both through college. While Jim was away studying, Bill "minded the store," delivering eggs and fryers in the small family pickup. Jim later took over while Bill went to college. Both got degrees in agriculture.

By the time their poultry project reached its peak, they had 2,000 layers. With the help of 4-H agent Burr Coryell, they were definitely headed toward a poultry future by 1952.

"The great thing about 4-H," Bill says, "was that it helped us set benchmarks of where we were and where we were going. It gave us a good background in the business, on a small scale."

Jim and Bill were both 4-H All Stars as well as State winners and attended National 4-H Congress as State winners in poultry.

"We made a lot of mistakes, but we learned enough to go ahead with confidence," Bill said. "I'm sure that without the 4-H projects and leadership and encouragement we wouldn't have gone in this direction."

The Marchiandos are the first to admit that they took full advantage of everything they could get in the way of free 4-H training and free public education.

4-H Opens the Door to Million Dollar Business

Poultry project
provides background
for successful commercial venture

by
Robert Boardman
*Extension Information Specialist
University of California*

But now they're trying to give an equal amount of help to young people in Goleta. Bill is president of the Parent-Teachers Association in a local school. In addition, both have served as 4-H Club leaders. Between them they have 10 children; five are already in 4-H.

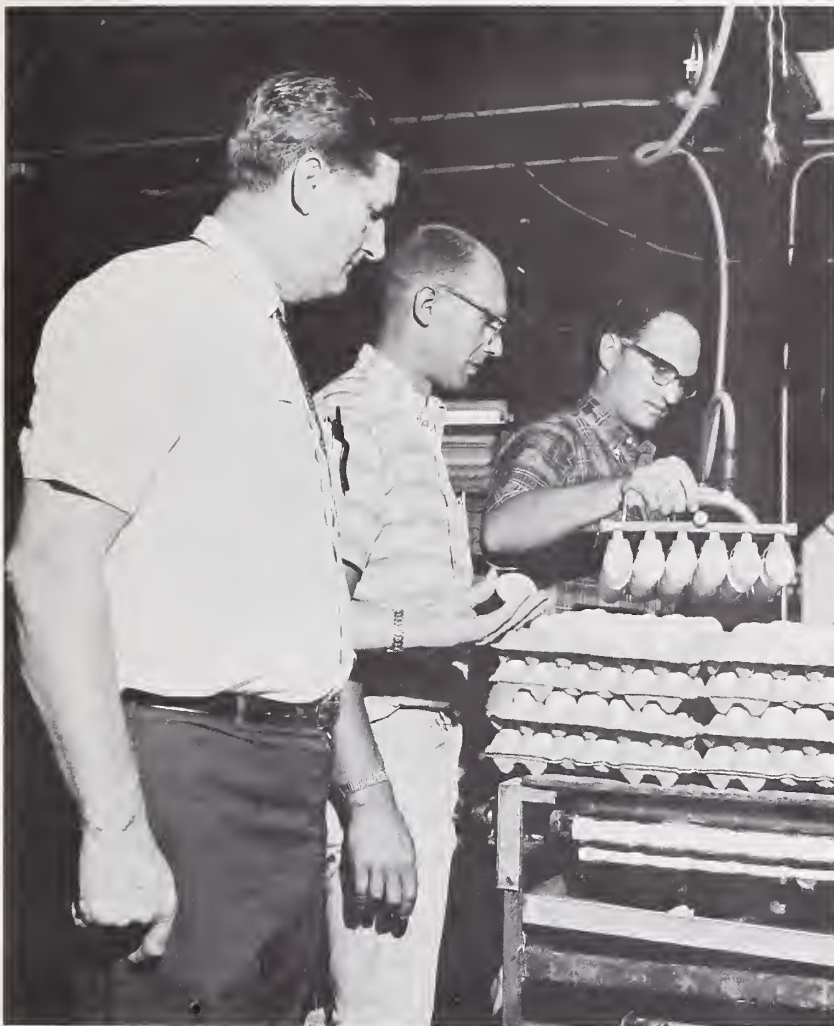
Jim was recently elected chairman of the Goleta Farm Center. Bill won the post of second vice president of the Santa Barbara County Farm Bureau.

What is the secret of the Marchiando success? Aside from getting off

to a good start early, they attribute their success to eliminating all duplication of effort.

"We doubled the capacity of our ranches by combining facilities," said Jim. "For example, we'd fill all the houses in most of the ranches with layers. Each ranch became a one-man operation; the man in charge took care of 25,000 to 30,000 layers—feeding, picking up eggs, and cleaning out.

"Our place in Chowchilla is the brooder ranch for the whole operation. Our feed mill at Buellton pro-



Bill Marchiando, right, and his brother Jim, center, show county Extension agent Lin Maxwell how eggs are picked up and transferred to line for washing and grading at their ranch in Goleta, California.

Slots in the siding, where the panels meet, allow the air to enter and circulate down to the floor and up through the cages. Sprinklers aimed at the roof can lower summer temperatures more if needed. In winter, the plywood-paneled sides of the house make it possible to raise a 20-degree outdoor air temperature to a more tolerable 40 degrees indoors.

"So far," said Bill, "this type of environmental control seems to be paying off. Production is holding up better, and there's less feed consumption. We're keeping records on production and feed consumption on all our ranches. If indications continue to point the way they are now, we'll go to environmental control in all our houses."

Cost of boarding up a house, sealing all cracks, and ventilating comes to 25 cents per bird.

Could young people today make money in a small-scale egg business?

"No," said Jim. "Everything is too commercial today. In the forties we could sell fryers for 39 cents a pound. Today they're down to 13 cents. With eggs it's about the same way.

"But even though kids can't make as much money in projects now, 4-H is still a very valuable program. They learn to keep records, they get good experience, they learn about agriculture as a way of life. This is good background for going into one of the many agriculture-related jobs that are open and that pay well." □

vides 100 tons of feed a week, of our own mixture, for all the ranches.

"Yet at the same time, we're not putting all our eggs in one basket, because the properties are widely separated. If we get a disease problem at one place, we can confine it there."

Growth of the Marchiando egg business has been steady since the brothers built their first chicken house in 1953. By 1954 they had 2,000 chickens; by 1957, 4,000; the next year, 7,000, with a big jump in 1960 to 30,000. The number doubled by

1962 to 75,000, and this year is 150,000.

From now on, however, the Marchiandos figure they will emphasize growth less and efficiency more, since the first doesn't necessarily bring the second.

They're particularly interested in environmental control, such as exists in their Buellton house. There, four fans ventilate closed-in houses, moving 7 cubic feet of air per bird per minute. This can reduce the summer temperature in the 6,000-bird house 5 to 7 degrees.



Production of channel catfish in landlocked Kansas promises to become a multi-million dollar a year industry for the Sunflower State and a new avenue of income for enterprising farmers and ranchers. Extension is helping this promise become a reality.

Kansas' **'Fish Story'**

**new
income
for farmers**

by
Fred M. Parris
*Assistant Extension Editor
Kansas State University*

Dr. Otto Tiemeier exhibits one of the thousands of channel catfish being used in research to develop a new source of income for Kansas farmers.

The big money, many Kansans believe, is in raising the fish for food markets and providing fee fishing opportunities for tourists and recreation seekers.

Among the believers in this new Kansas business venture are repre-

sentatives of industries closely related to channel catfish production—wholesale and retail food dealers, feed manufacturers, tourist-recreation promoters, farmers, and ranchers.

Three State scientists are doing research which strengthens the feasibility of a prosperous catfish industry for Kansas. Two of them are Kansas State University researchers—Dr. Otto W. Tiemeier, a zoologist, and Dr. Charles W. Deyoe, a feed grain specialist. The third is Seth Way of the Kansas Forestry, Fish, and Game Commission who has perfected a method of hatching channel catfish by the millions.

Year round catfish research is conducted at the University Fisheries Research Laboratory. This 28-pond laboratory covers 93 acres and is the only one of its kind in the world.

Cooperators in the research include the Kansas Agricultural Experiment Station; U.S. Bureau of Commercial Fisheries; U.S. Bureau of Sports Fisheries; Kansas Forestry, Fish, and Game Commission; and the U.S. Corps of Engineers.

The Kansas Cooperative Extension Service, with the Kansas Agricultural Experiment Station, is taking the research data to "fish farmers," feed manufacturers, and others interested in the new industry.

County agents and Extension engineers are working with potential catfish producers in pond construction and irrigation methods. More than 7,000 copies of a new K-State bulletin, "Production of Channel Catfish," have been distributed.

A highlight of the research to date is the development of economical, high-protein catfish feed pellets. The formula for the pellets—which consumers say give the fish a delicious taste—was developed by the University Department of Grain Science and Industry and tested in the laboratory ponds.

The high protein content of the pellets decreases fat in the fish—a boon for weight conscious folks and those who like their meat lean.

But animal protein is expensive. So the K-State scientists set about whipping that problem.

"We have found we can substitute plant proteins for most animal proteins in the formula and thereby lower production costs of the channel catfish," Dr. Tiemeier says.

Only two pounds of pellets are required to produce one pound of gain on the fish—a cost of less than 10 cents per pound gain.

Interest in the K-State catfish research is becoming worldwide. An organization of international fresh water fish producers have invited Dr. Tiemeier and Dr. Deyoe to Europe to present results of their research.

Commercial catfish producers in Kansas—and they are increasing steadily—don't have to look far for

markets. There is a ready challenge to supply the market waiting in Kansas and adjacent States.

Data gathered by Extension indicate that housewives are eager to buy channel catfish at the food markets. Businessmen want more opportunities to order fresh fish at restaurants.

Popular steak houses and eating establishments throughout the State are advertising fresh channel catfish as one of their specialties.

Large chain store meat managers are convinced there is a need for fresh fish on the Kansas food market.

The key to Kansas' success in the channel catfish industry, says the meat buyer for a Hutchinson store, is the production of fish in large volumes. Also important, he adds, is the development of sanitary and efficient

processing methods which can assure the housewife fresh fish "when she wants them, at a reasonable cost and desirable weights."

When these problems are solved, he thinks the Kansas catfish industry will enjoy success similar to that of the broiler industry.

Solutions are well on the way.

The developer of one of the State's best-known fish farms has invented a prototype machine which can process 600 catfish an hour, turning them out "ready for the skillet." Later models of the machine will greatly increase the number of catfish processed per hour, he says.

Development of the catfish industry means new profits for other Kansas businesses. The feed manufacturing industry is one of them.

Last year one Atchison firm manufactured and sold 250 tons of catfish pellets made from the K-State formula. The owner predicts large sales for this year.

Other Kansas feed manufacturers report catfish pellet sales in 1966 ranging from 100 to 300 tons. All agree the industry has real potential.

Many Kansans are raising fingerlings for sale to pond stockers. Two- to four-inch catfish sell for 7 to 10 cents each when bought in quantities of 10,000. The price, of course, is flexible.

Fee fishing, a sport where anglers pay as high as 98 cents a pound for fish they catch, is another profitable segment of the industry. The thrill of "landing 'em" themselves is steadily growing in popularity among tourists and area families seeking outdoor recreation.

Dr. Glenn H. Busset, Kansas State 4-H Club Leader, says enterprising youths can help pay for their college educations with well-managed fee fishing farms. He points out that youths can net \$250 a year on a single 1 acre pond.

Just about any way you look at it, commercial fish farming looms as a money-making industry in Kansas' backyard. The Sunflower folks are ready to sink a big hook into it, and Extension is ready to help. □

Dr. Otto W. Tiemeier, Kansas State zoologist, feeds economical, high-protein pellets to experimental fish at the University's Fisheries Research Laboratory. Tiemeier and Dr. Charles W. Deyoe, feed grain specialist, developed the formula for the pellets.



Imitation—

key to better living

by
Janice R. Christensen
*Extension Home Economics Editor
North Carolina Extension Service*



Mrs. Gloria Pearson, home economist with the Experiment in Self Reliance Program, sits at business center homemakers re-designed from a discarded chest of drawers.

If imitation is the sincerest flattery, two Extension home economists in Winston-Salem, N. C., have a reason to be proud.

The women in the Kimberly Park neighborhood of that city do what they see the agents do. As they imitate, they improve family living conditions.

The two home economists, Mrs. Gloria D. Pearson and Mary E. Holder, head the Experiment in Self Reliance program, a cooperative venture between the Office of Economic Opportunity and the North Carolina Extension Service. As their first project, they set up a model home in a low-income neighborhood.

Their choice was a gray-shingled six-room dwelling, renting for \$55 a

month. It was located about two blocks from the church—the center of activity for the Kimberly Park families and headquarters of the Neighborhood Service Center.

“You wouldn’t believe the condition this house was in when we started,” Mrs. Pearson said. “It took every cleaning method we knew and one month of scrubbing to get the bathroom into a presentable condition.”

It was impossible to tell whether the floors were made of pine, oak, or dirt. Since treatment with steel wool, sandpaper, stain, and shellac, they are a sparkling pine.

Originally the house had dingy walls painted so many different colors the homemakers called it their

“Easter egg house.” Now the walls are painted ivory and the woodwork and ceilings are white to give the small rooms a feeling of spaciousness.

The outside got a sprucing up, too. The women painted the trim around the house and porch a cheerful yellow.

“Painting is one thing the families can do to improve their houses,” Mrs. Pearson pointed out. “The landlord will provide the paint if the families will use it.”

Next task was to furnish the house, keeping within the budget of most low-income families. The women did it. They furnished three rooms for \$298.47 by shopping carefully and doing much of the work themselves.



Three rooms in the model house are devoted to workshop space where Kimberly Park homemakers are learning to make clothes and curtains and to refinish furniture.

The other three rooms are used as workshop space.

The largest single purchase was \$50 for a sofa and a chair "in sad condition, but with a good frame."

For another \$30 they reupholstered the pieces in a heavy burlap fabric. Four throw pillows—green, orange, and yellow—were made for 58 cents each.

A corner table and an old dresser that could be converted into a desk were bought second hand for the living room and were painted to match the walls. A book shelf, costing a dollar, was built over the desk.

Another table, costing \$5, looked so pretty when its many coats of paint were stripped off that the women refinished it to show the natural grain.

A green, washable rug, lamps, and a picture were bought from local discount stores for \$15.95. And if you look closely at the waste baskets, you'll notice they are gallon ice cream cartons, painted to match the walls.

Draperies in the living room and bedroom cost \$4 for each window. They are made of osnaburg, a material similar to muslin, but heavier and of finer quality. Each panel is trimmed with 2-inch braid in shades of green and orange.

The bedspreads match the curtains. One for the double bed was made for \$6; the spread for the cot that slides under the bed cost \$2.36.

The four-poster bed, dresser, and mirror, costing \$12, have been antiqued in avocado. The homemakers made and covered the mattress of 6-inch urethane foam for \$18.

Like most houses of its type, the model home had no closet. A skeleton closet, designed by an Extension engineering specialist, was built for \$10. It is separated from the rest of the bedroom by draperies that cost \$4.27.

One of the men in the Kimberly Park neighborhood decided to build a similar storage closet in his house, Miss Holder said.

"He almost wore out our rug," she said. "He kept coming back and looking at our closet every few minutes to make sure he was doing the job right."

The homemakers painted the work area in the kitchen a bright yellow. They paid \$45 for an electric range and \$20 for a refrigerator. They bought a dining table and four chairs for \$18, refinished them and gave the chairs white plastic-covered seats. They paid \$1.20 for white nylon cafe curtains.

In the bathroom, the women built three storage shelves for \$2. The hamper, which matches the bath mat, is a cardboard box painted green and decorated with yellow cutouts of ducks. The green nylon curtains, which they made, cost 88 cents.

In the workshop area are six sewing machines, two cutting tables, an

ironing board, and other sewing equipment. Curtains in the workrooms are made from tobacco canvas and cost 48 cents a pair, Mrs. Pearson said. "It shows the people that come here that they can have attractive window treatments at a low cost," she added.

In the third workroom sat 32 small chairs. Children in the neighborhood meet here some days for Head Start classes. "And if the mothers who come to workshops have their children along, the children can play in this area," Mrs. Pearson said.

"We're going to use the chairs for our furniture refinishing workshop," Miss Holder said. "The women can use them for practice."

The agents and aides held an "Open House" in the spring. About 500 people attended. Over 300 more have stopped by since.

Following "Open House," 80 percent of the families in the area made some improvement in their living conditions.

"Just this morning," Mrs. Pearson said, "I saw one of the women of the neighborhood washing her front porch."

"I saw you do it," the woman explained, "so I thought I should too."

This type of imitation is seen in other ways. When the women started their project, they cleaned up the yard. Persons in the neighborhood picked up the debris in their yards. Then the agents and aides planted windowboxes and put them on the porch. Now almost every home in the neighborhood has a similar windowbox.

Women in the neighborhood who wish to learn how to make draperies, reupholster furniture, or improve their housecleaning methods can receive help and advice—from the agents or their aides.

They've seen that improvements can be made. Now they're willing to make them in their own homes.

"We hope," the agents added, "that the house will be a stimulus to people in other neighborhoods, too." □

The Family Approach

to community resource development

by
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This is a story of sharing our resources with others—a story that has a definite beginning but no end. It takes place in Portland, Connecticut, population 8,300.

The Bank Street neighborhood Homemaker 4-H Club program began when Miss Veronica Zanelli, Middlesex County Extension home economist, visited families in the Bank Street area in 1966.

These visits provided basic information on money management, nutrition, and food selection to families participating in the Head Start activities.

Miss Zanelli realized that the families wanted more for their children, themselves, and their neighborhood. They did not want money, but social skills and a chance to participate in community life. Yet no one had really asked them what they wanted or offered a realistic way of getting it.

The question was, "How do you bring together the best program skills and resources of Extension home economics, 4-H, and community development to help the Bank Street neighborhood share more closely in the community life of Portland?"

Miss Zanelli, 4-H agents Lloyd

Wilhelm and Barbara Maynard, and community development specialist Bradley Smith arrived at an answer—the Portland Homemaker 4-H Club demonstration project. Its focus was the whole family.

Extension planned a coordinated program to meet the social and educational needs of the total family. The year round program included such areas of common interest as recreation, sewing, dressmaking, grooming, nutrition, training for baby sitters, bicycle safety, camping, and family life education.

Emphasis was on activities that would strengthen communication within the family and act as a springboard to greater community involvement.

Extension placed importance on the development of leadership from within the family and neighborhood, and outside leaders were kept to a minimum. Every activity was to be the result of an expression of interest by the Bank Street families.

These objectives and the general program intent were offered for consideration to the Portland Community Action Committee and individuals from the Bank Street neighborhood itself. Their approval was unanimous.

Mrs. Eugenie Shaw, an experienced community action worker, had a close relationship with the Bank Street families. She provided Extension with a basis for building the Homemaker 4-H Club program.

The Extension staff started with the most immediate concerns of the parents and youngsters—a workroom for sewing and a place to play. The families were encouraged to take a good look at the neighborhood for possible playground and workroom locations.

As a result, two excellent places were found—a large privately owned vacant lot, and a basement room in the True Vine Church. Both needed a clean-up, fix-up effort.

The families cleaned up the playground, and the town of Portland provided a maintenance crew to help. Recreation equipment was donated by the Lions Club, Portland Recreation Department, and both of the Middlesex County Extension 4-H Club and Homemaker Advisory Committees, each of which donated \$100.

Local businessmen, the Portland

These two girls are among the many who are benefitting from the Homemaker 4-H Club program in the Bank Street community.





The recreation area which Bank Street families helped clean up provided a place where children could participate in arts and crafts activities led by work-study students.

Community Action Committee, and industry donated sewing machines and fluorescent lighting for the workroom. Many new activities flourished because of the playground and workroom which were available to all of the more than 100 white and Negro families.

The families took pride in the fact that finally, after years of discussion and talk, things were happening in the Bank Street neighborhood.

The Homemaker 4-H Club activities continued through the summer. The added feature of a camping experience for the youngsters brought up the problem of 1-week "camperships" which would cost about \$30 each. It was Extension's goal to include at least a week at camp for all neighborhood youngsters, whether or not they were 4-H Club members.

Families, Extension staff, and Community Action workers all began to search for sources of camperships. As a result, 60 camperships were made available.

Youngsters from the ages of 9 to 15 enjoyed a week at camp. The younger children attended day camps.

Children in foster homes had their camperships provided through the State Department of Welfare, and the school social worker arranged for a special camping experience for one emotionally disturbed youngster.

One boy attended the Boy Scout camp, even though he was not a Scout. As a result, the Scouts are interested in organizing a Troop in the neighborhood.

Two more camperships came from the mothers themselves with funds raised in a bake sale and rummage sale; the bulk of the remaining camperships came from Portland churches, the Salvation Army, Altrusa Club, and community friends.

The Middlesex County Extension staff obtained the services of two work-study students for the summer playground program. Two Neighborhood Youth Corps members, residents of the Bank Street area, also assisted in the recreation program.

Program results cannot always be set down in neat numerical figures, and the Portland Homemaker 4-H Club is no exception. We could say that the Extension effort involved 24

girls, 28 boys, and from 19 to 25 neighborhood women. But this would not give the complete picture or show the quality of participation on the part of the many Portland people.

One way to show how the real interest, encouragement, and helpfulness of the Middlesex County Extension staff paid off in neighborhood and community dividends is to mention a few of the good happenings in the Bank Street neighborhood.

Miss Zanelli, in response to the interest of the homemakers, combined information on food selection and preparation with table settings and dining-out etiquette to prepare the women for dining out together. Each week they make a deposit in a savings account opened expressly for this purpose.

A registered nurse who lives in the Portland community reads to the preschool children and helps with a class in home nursing techniques.

The Portland Department of Education is providing basic adult education programs and has made the school gym and industrial arts workshop available to the youngsters after school hours.

The Portland Young Women's Club has offered to purchase books to start a library for the workroom in the True Vine Church.

The Portland Community Action Committee has voted to enlarge its membership for greater community and neighborhood representation. They have also set up a non-profit foundation to receive gifts for use in the Bank Street neighborhood program and other areas with similar needs.

And finally, but not at all the least, is the formation of a strong West Side Family Association which grew out of concern for one another and a need for close cooperation.

Each of the above results shows what happens in Cooperative Extension and in other community programs when, as Mrs. Shaw so well expressed it, "You come not just to visit but to stay a while and share your thoughts and actions." □

More Than They Bargained For . . .

The personal growth and development of Extension program assistants is one of the unheralded success stories in recent Extension efforts. The story has gone unheralded largely because Extension workers long ago became accustomed to getting more than they bargained for.

You've seen this as volunteer leaders in agricultural programs have improved their farming operations faster than others. You've seen this as Extension homemaker club leaders became better homemakers faster than other homemakers. You've seen this as latent leadership surfaced among your people as they worked together in community improvement and development programs.

So that "little something extra" with the assistants was not completely unexpected. It was the size of the "little something extra" that was unexpected.

The program assistants are selected from applicants that already have rapport with the families they'll be helping. They receive special training and guidance. Through their work they realize satisfactions in helping others, their aspirations grow, and they develop greater understanding of less fortunate people and their problems.

Here are a few examples:

In one project, more than half the program assistants obtained full-time employment in one year. One got a job as an employment aide. She gets \$1.75 an hour for 40 hours a week. She has gone off welfare.

Another earns \$2.12 an hour for 35 hours a week. She is employed as a community school field worker.

Six assistants were employed in a feeder-pig project for low-income farmers in another State. One obtained employment as a fieldman for a local pig tele-auction, and another has been employed as a fieldman for the county livestock association.

A third expanded his own feeder-pig operation up to 30 breeding sows.

And so the stories go. Similar progress can be reported from each State Extension Service that trains, employs, or supervises program assistants. And all the while many thousands of low-income families benefit from the intensive personal interest the assistants bring to their job of helping them improve their level of living.

A "little something extra?" No, a lot! WJW